



**FOR IMMEDIATE RELEASE**

## **IFLIX PARTNERS WITH ICRE8 ASIA TO TAKE AD BUSINESS TO THE NEXT LEVEL IN MALAYSIA**

**KUALA LUMPUR, September 17, 2019** – iflix Advertising, [iflix](#)'s brand solutions business, today announced that **iCre8 Asia** Sdn Bhd, one of Malaysia's fastest growing digital sales and media agencies, will be the Company's exclusive digital ad sales partner in Malaysia.

Through iCre8 Asia, advertisers and brands have access to a broad range of premium brand-safe advertising solutions for deeper audience engagement. Set against top premium local and regional programming, iflix offers sponsorships of top titles, playlists and channels, premium video ads, as well as bespoke content solutions such as brand and product integrations in original programming, to create highly targeted and effective campaigns.

iflix maintains some of the highest active viewing durations of any digital service globally, with sessions averaging 1.5 hours per user, per day. This sustained level of engagement, combined with the service's extensive local reach, has powered deep insights into customer preferences and behaviours and enabled [contextual segment targeting](#). With mobile viewing comprising 81 percent of traffic on the service, there are significant opportunities for enhanced audience engagement and relationship building.

Since launching in January 2019, **iflix Advertising** has become Southeast Asia's leading premium digital video advertising solution. The Company's video inventory regularly performs as much as 5.5 times better against industry benchmarks for quality and completion in the region. Regional and global brands are integrating iflix Advertising into their campaigns to drive reach, improve efficiency, engage with the highly-coveted millennial demographic, and to create native brand experiences that leverage the power of premium on-demand content.

**Dinesh Ratnam, Country Manager of iflix Malaysia**, said: "This partnership is an important step in amplifying iflix's advertising business and building upon its success. We have an enormous opportunity to leverage the expertise of iCre8's veteran team to better serve



digitally savvy advertisers and brands in Malaysia, as well as offer our customers a world-class entertainment experience.”

**Voon Tze Khay, Managing Director and Co-founder of iCre8 Asia**, said “We are excited to be appointed as the Exclusive Sales Representative for iflix in Malaysia. With the population of Malaysia at just over 32m, we are strategically positioned to capitalize on this immense opportunity to engage with a large online user base. The digital advertising landscape in Malaysia is growing at an exhilarating pace, especially on social platforms and streaming services. This is largely because consumers, particularly Millennials, want to control and personalize what they consume and not be subjected to fixed programming schedules, who see convenience and cost as the main factors that shape their content consumption behaviour. With the demand for video advertising and branded content growing by double digits year-on-year, iflix brings to the table the perfect opportunity for advertisers who want a premium brand-safe environment and a targeted and highly-engaged audience segment.”

## **ABOUT IFLIX**

iflix is Southeast Asia’s leading entertainment service with the widest and most compelling selection of TV shows, movies, hyper local originals, premium live sports and up-to-the-minute news from around the world, available to stream or download, on any internet connected device...wherever, whenever.

iflix offers users two exceptional experiences through its iflixFREE and iflixVIP offerings.

iflix is currently available to consumers in Malaysia, Indonesia, the Philippines and Thailand, with the service also covering Brunei, Sri Lanka, Pakistan, the Maldives, Myanmar, Vietnam, Cambodia, Nepal, and Bangladesh.

Learn more at <https://blog.iflix.com> | For advertising opportunities: <https://advertising.iflix.com>

## **ABOUT ICRE8**

iCre8 Asia is one of Malaysia's fastest growing digital sales and media companies. Focused on providing clients and agencies with a 360 solution that includes digital sales and



customised content, content production and solutions, events activations and social influencer marketing services.

iCre8 Asia's team is led by industry veterans Voon Tze Khay, former managing director of Rev Asia (a subsidiary of Media Prima Digital), Loh Ken Wei (Ken), Tee Choon Wee (Jacky) and Brian Alexis.

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